

# Style Guide



the marigold  
study center

# Logo

Our logo represents our values for collaboration, growth, and diversity. Using our logo consistently nurtures brand awareness—at every scale.



## PRIMARY LOGO

This is our main logo, with the graphic and text set horizontally.



## VERTICAL VERSION

When the primary logo does not fit the composition, please use the vertical version.

# Logo: Clear space

Leaving blank space around the logo preserves the logo's visual integrity and keeps it easily distinguishable.



Our logo requires room to breathe. The dotted lines show the minimum amount of clear space required to frame the logos.

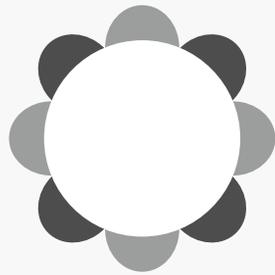
The minimum amount of clear space is set by the height and width of the letter "c" from the logo. (Note the c's in the corner of the guides.)

On busy backgrounds, such as those with photos, the logo may be placed in a white or black rectangle that provides sufficient clear space.



# Logo: Grayscale

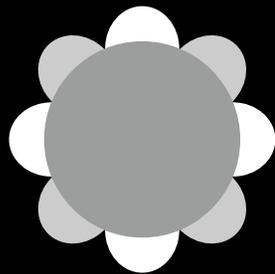
Whenever possible, the color versions of the logo should be used. But sometimes, grayscale is useful and even necessary.



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## LIGHT BACKGROUNDS

When printing in grayscale on a light background, use this version with black text and dark "petals" on the graphic.



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## DARK BACKGROUNDS

When printing in grayscale on dark backgrounds, use this version with white text and lighter "petals" on the graphic.

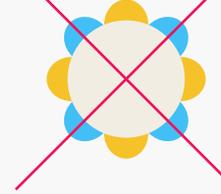
# Logo: Don'ts

Our logo may be seen at all scales, but there are some positions it should never be caught in...

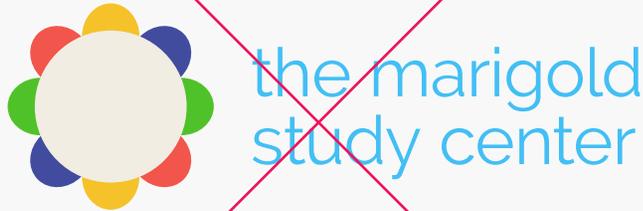


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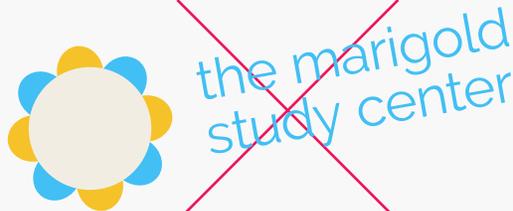
"The Marigold Study Center" text should never be used alone.



The graphic should never be used alone, unless as a social media avatar.



Please do not change the color of the graphic...  
...or of the text.



Whoa...please do not tilt the logo!



Please do not stretch the logo to fit a space. Instead, scale the entire logo with its original proportions.

# Colors

Consistent use of colors across messaging media helps to establish and maintain a distinctive brand.

## PRIMARY COLORS

These are the primary colors used across all of our official materials.

<b>GOLD</b> PANTONE: 142C HEX: F5C229 CMYK: 04/23/95/00	<b>SAND</b> PANTONE: 7506C HEX: F2EDE3 CMYK: 04/05/09/00
<b>BRIGHT BLUE</b> PANTONE: 298C HEX: 42BFF5 CMYK: 60/05/00/00	

## SECONDARY COLORS

These colors may be used to supplement the primary colors.

<b>STRAWBERRY</b> PANTONE: 191C HEX: EF426F CMYK: 00/89/37/00	<b>VIOLET</b> PANTONE: 2685C HEX: 340068 CMYK: 92/100/21/25
<b>GRASS</b> PANTONE: 361C HEX: 43B02A CMYK: 74/03/100/00	<b>ORANGE</b> PANTONE: 165C HEX: FF671F CMYK: 00/74/96/00
<b>SLATE</b> PANTONE: 877C HEX: 8A8D8F CMYK: 49/38/38/03	<b>SKY</b> PANTONE: 635C HEX: B5E6FA CMYK: 60/05/00/00

# Typefaces

Using the same typeface across all materials is critical for maintaining a consistent visual identity and voice.

Raleway Regular  
is our display  
typeface.

**FOR SUBHEADERS, WE USE RALEWAY  
BOLD IN ALL CAPS.**

For body copy, we use Raleway Semibold in sentence case.

To accent body text, we use **Raleway Extrabold.**

Raleway is the primary font family for The Marigold Study Center.

While there are more than 18 styles available in the family, we only use four weights in official messaging materials: Regular, Bold, Semibold, and Extrabold.

*And yes, the italic styles of these weights may be used.*

# Photography

Our photos should convey the welcoming and fun environment that our center provides for students of all ages and backgrounds.

The Marigold Study Center is a vibrant, inclusive, supportive gathering of students and mentors. Our photos should reflect the diversity of ethnic backgrounds, ages, and academic interests in our community, and include a balance of genders.

Unstaged photos represent our goal to create an environment for natural, relaxed learning. We like genuine (not posed!) smiles.

Whenever possible, students and mentors should be shown actively learning or interacting with each other.

Photos should always be in full color. Color filters and blurring should never be applied.



**DO (above):** Capture diverse, engaged students with natural smiles.

**DON'T (below):** Apply filters and blurring, or use staged photos.

